



## What is claimed is:

[Claim 1] A self-servicing systems for established gaming players comprising:

Having a database;

Having said database contain data about an established player;

Having said database contain gaming history about the established player;

Allowing said data to be accessed by users of the system.

[Claim 2] A self-servicing system of claim 1 further comprising having said system being accessible by a user through the Internet.

[Claim 3] A self-servicing system of claim 1 further comprising having said data being historic data of said gaming player from other properties.

[Claim 4] A self-servicing system of claim 3 further comprising having said historic data being the gaming history of said casino client.

[Claim 5] A self-servicing system of claim 1 further comprising having said data being the actuals, wagering data, win/loss, property, player account

number, credit line information, service dates, and other gaming facts and preference data of said client.

**[Claim 6]** A self-servicing system claim 1 further comprising having said system connecting to other database systems, not necessarily owned by the same company or brand (i.e. potentially competitors).

**[Claim 7]** A self-servicing system of claim 6 further comprising having said other database systems being used to form a trip to a casino destination or entertainment venue near a casino.

**[Claim 8]** A self-servicing system claim 1 further comprising having said system contacting said casino client.

**[Claim 9]** A self-servicing system of claim 8 further comprising where said gaming player is contacted based on a selection criteria.

**[Claim 10]** A self-servicing system of claim 9 further comprising where said selection criteria is based on the information contained in said database.

**[Claim 11]** A self-servicing system of claim 6 further comprising where said system compares said data against a rule set.

**[Claim 12]** A self-servicing system of claim 11 further comprising where said system will notify if a rule set is broken, approve if all rules are applied correctly, and suspend if one or more results conflict.

**[Claim 13]** A self-servicing system claim 1 further comprising where said system has a communication means for players and users to contact each other in their native languages, not necessarily the same language on both ends of the conversation (i.e said system can translate between languages).

**[Claim 14]** A self-servicing system of claim 8 further comprising where said notification is an E-mail.

**[Claim 15]** A self-servicing system of claim 8 further comprising where said notification is mailing.

**[Claim 16]** A self-servicing system of claim 8 further comprising where said notification is telephonic.

**[Claim 17]** A self-servicing system of claim 6 further comprising where said other databases are Customer Management Systems of casinos.

**[Claim 18]** A self-servicing system of claim 1 further comprising having said users searching based on qualifying criteria.

**[Claim 19]** A self-servicing system of claim 8 further comprising having said users searching for a plurality of casino options based on their established validated play, likes and dislikes, next planned trip, favorite destinations, and other key items to interested persons.

**[Claim 20]** A self-servicing system claim 8 further comprising having said users searching for a plurality of casino offers based upon their gaming history at established casinos.

**[Claim 21]** A self-servicing system of claim 13 further comprising having said users with the ability to hide or unhide certain personal attributes about their past-play, past-trips, or personal data until they feel comfortable exposing this information to the new casino destination.

**[Claim 22]** A self-servicing system of claim 13 further comprising having said users uploading and adding to their profile in the database a current picture of themselves for the purpose of showing other users or service

personnel at venues and augmenting their historical established information with subjective information.

**[Claim 1]** A self-servicing system of claim 13 further comprising having said users inviting other users to join groups to attend a venue together (group travel) based upon their established play.

**[Claim 1]** A self-servicing system of claim 13 further comprising having venues contacting said casino clients with offers for their venues in order to maximize profit and venue turnout.